

FIG. 1

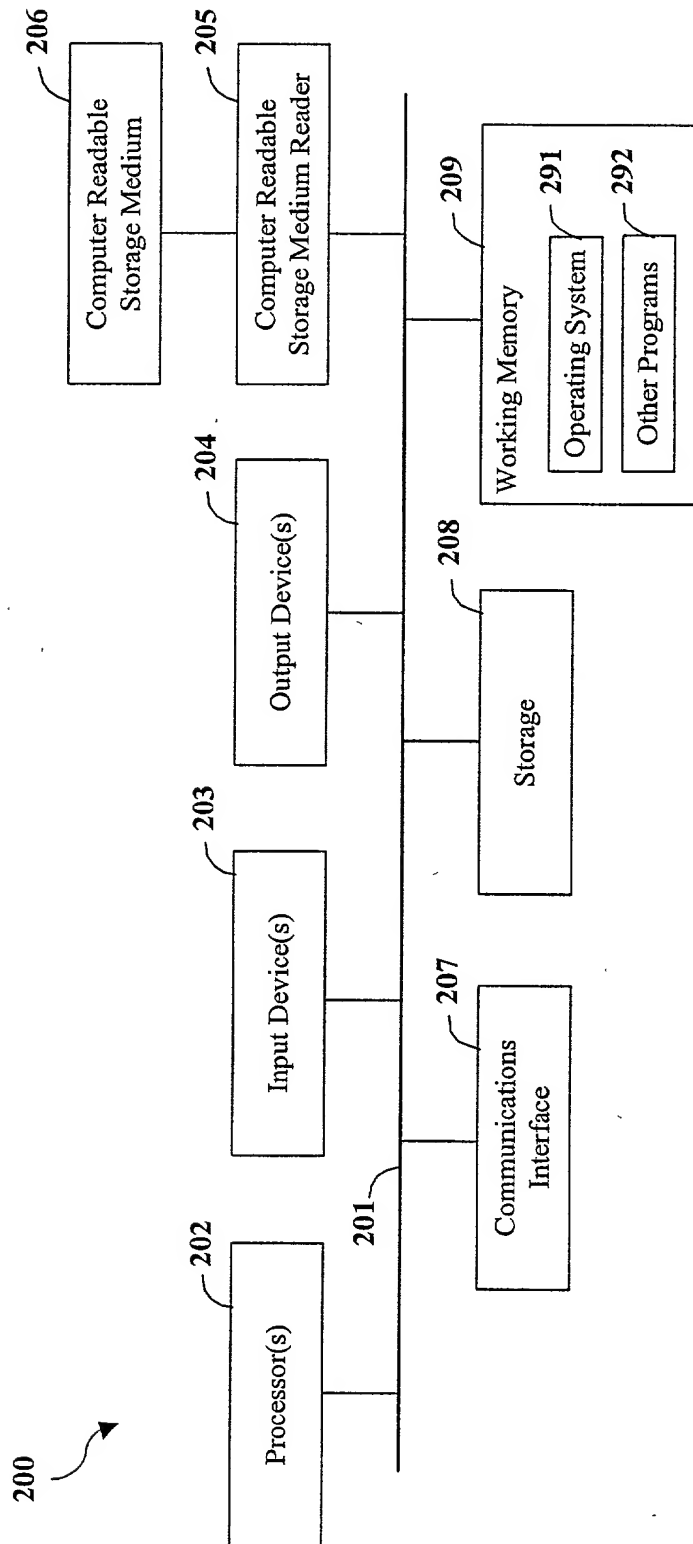


FIG. 2

Wish server  
101.

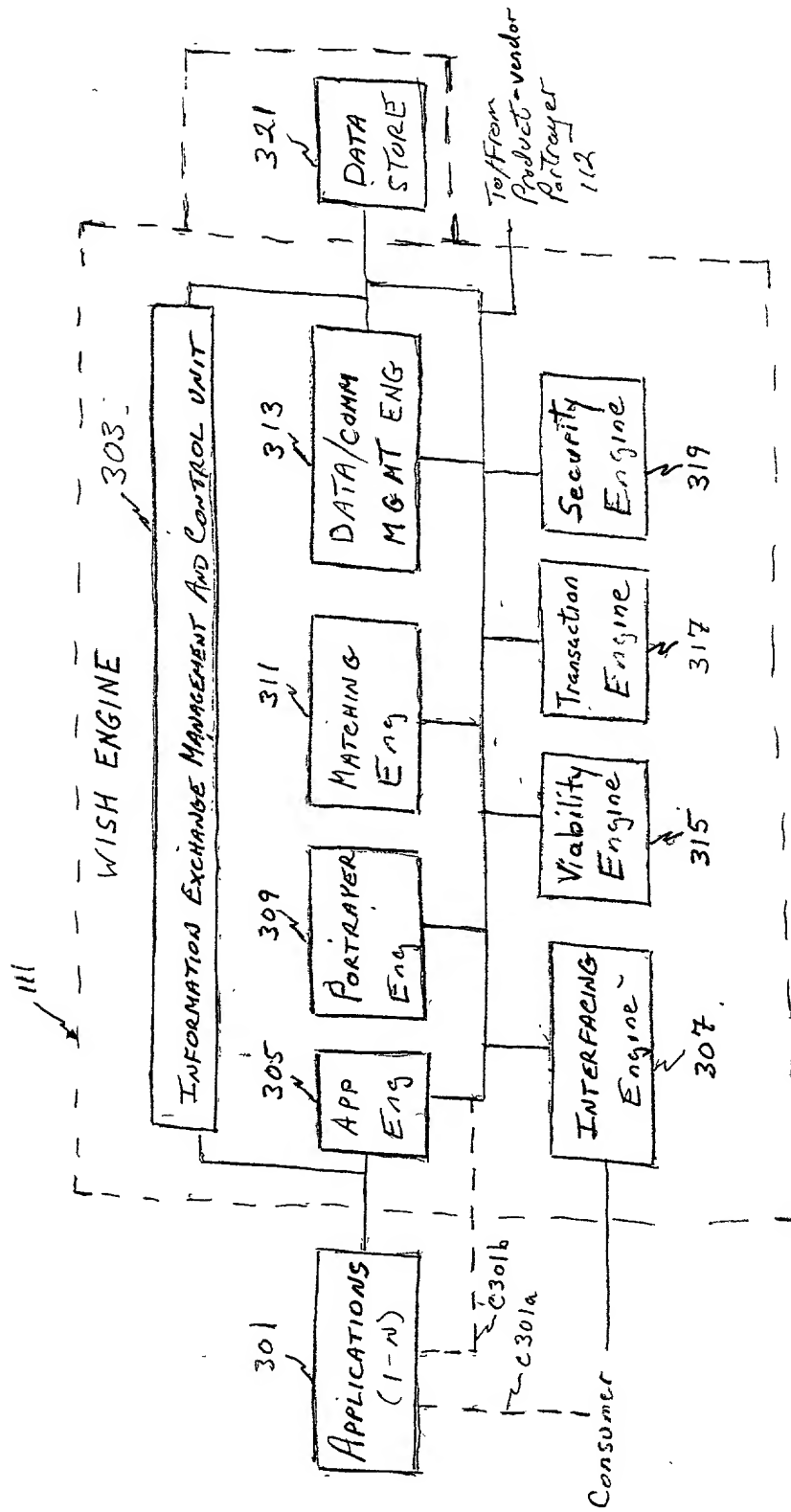


FIG. 3

App Engine  
305

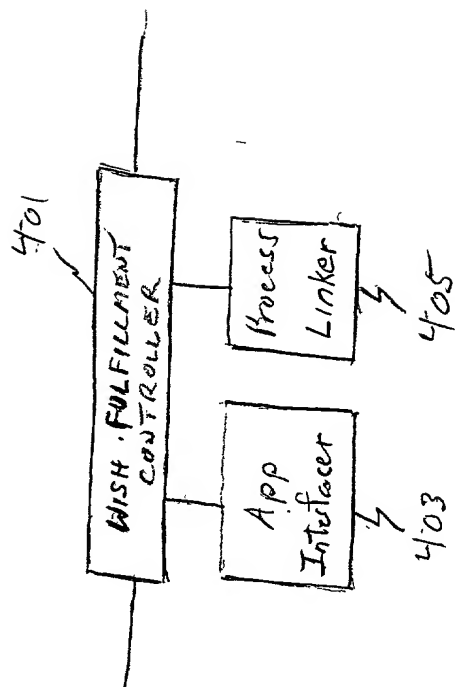


FIG. 4.

FIG. 5

Interfacing Eng  
307

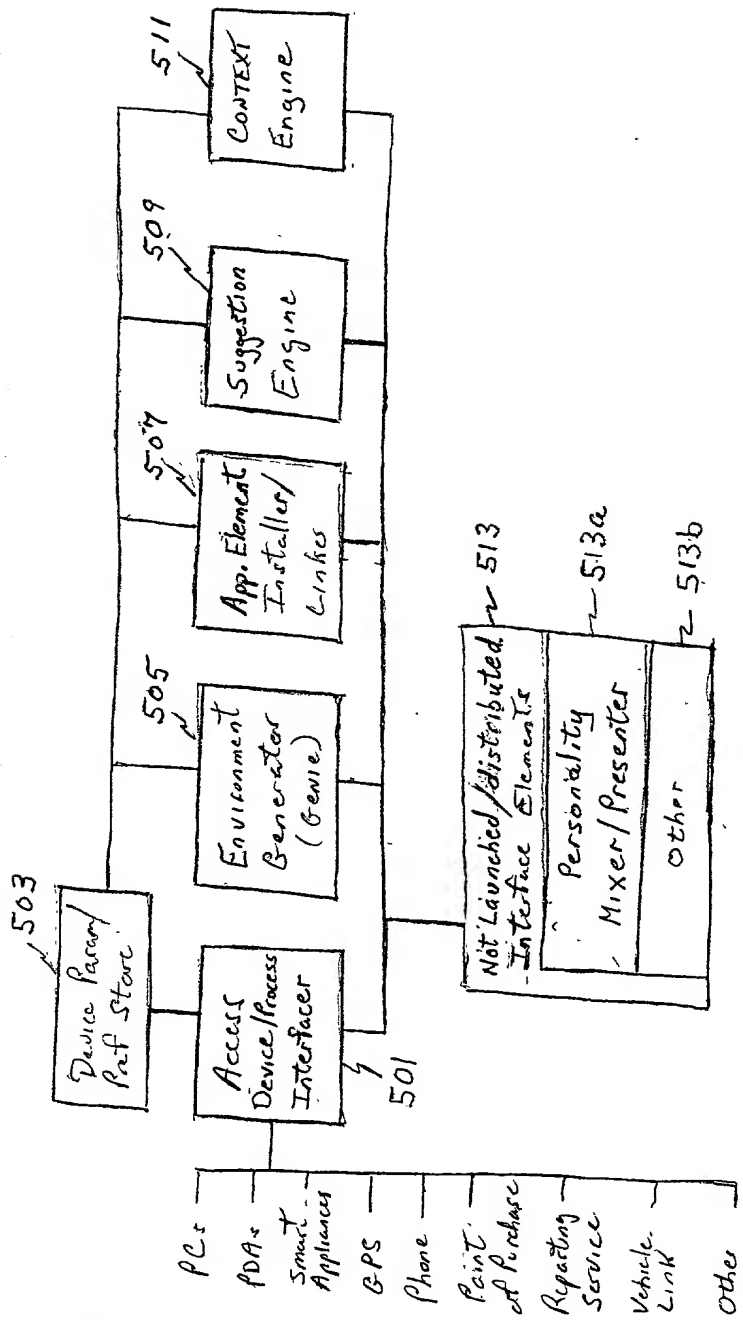


FIG. 5

Portrayer  
Eng-  
309

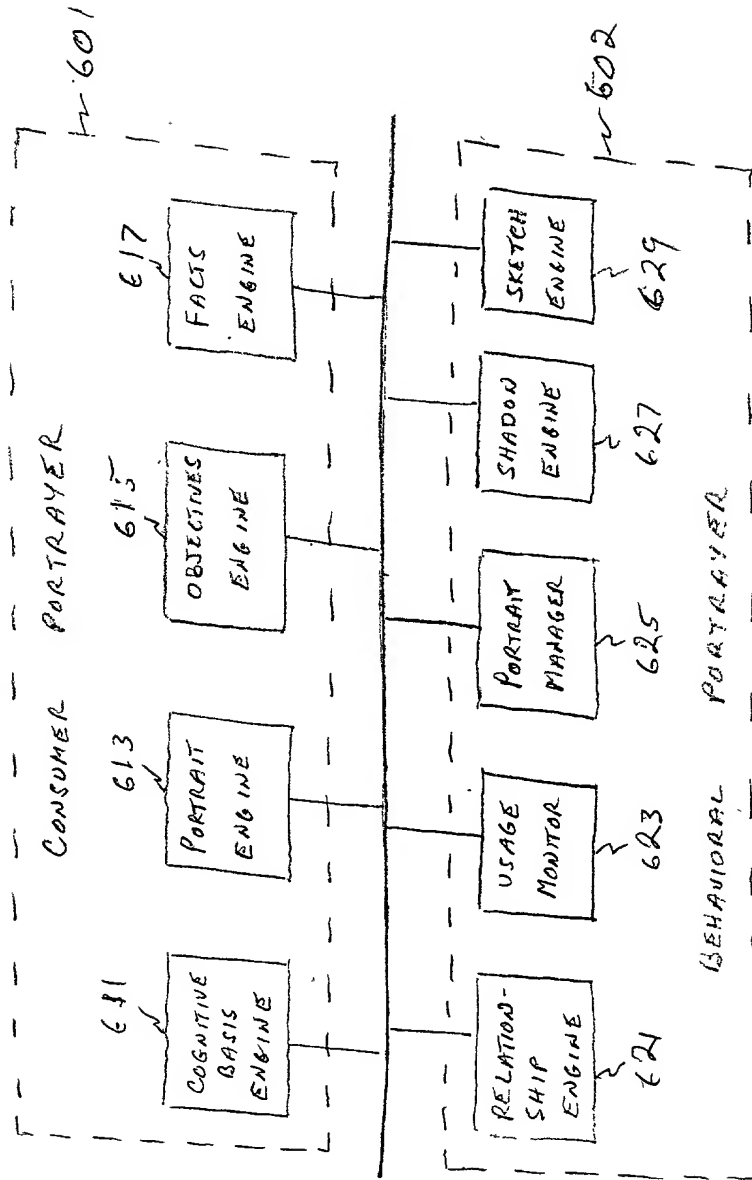


FIG. 6

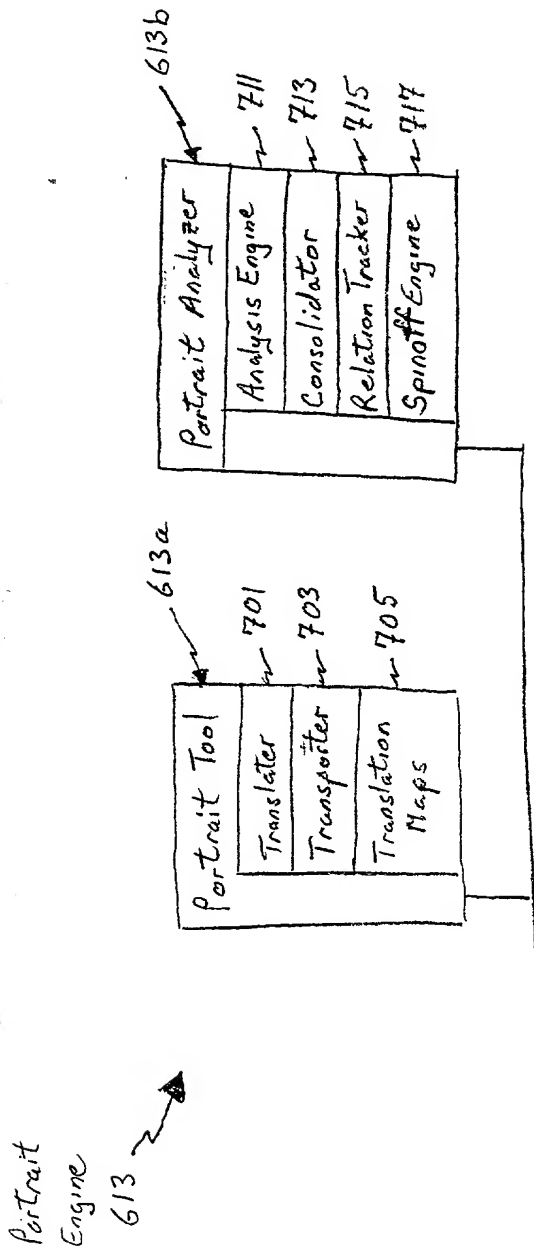


FIG. 7a

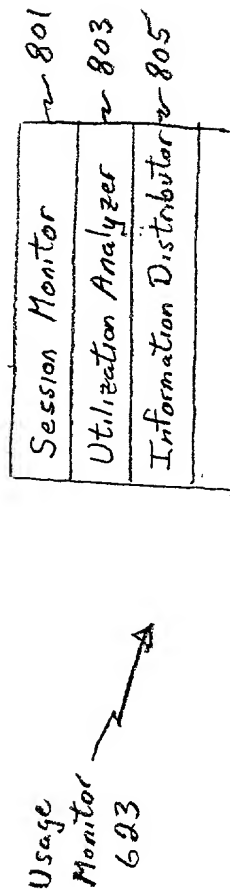


FIG. 8



723a

723

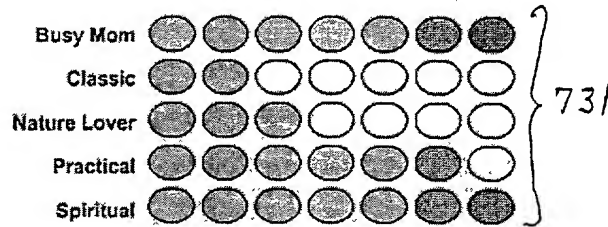
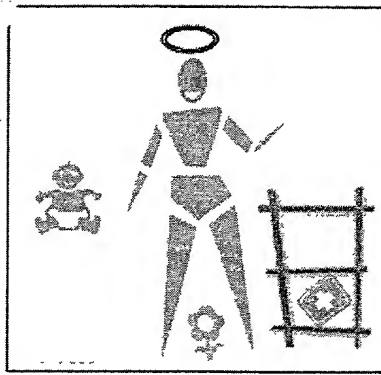
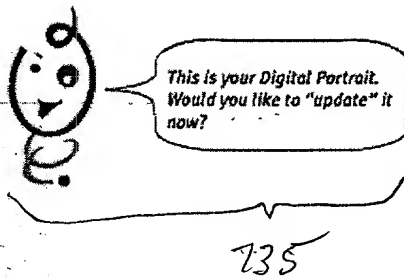
Active								▲
Casual								prev.
Classic								
Conservative								
Creative								
Home & Garden								next ▼

721

721a

FIG. 7b





No, instead...

737

FIG. 7c.

Here is a guide to the <sup>exemplary</sup>~~existing~~ art for the personality mixers <sup>that follow in</sup> pmixerguide.txt

#### U.S. ADULT MIXER

FIGS. 7A-7M

(18 years and older)

Active = Ping pong paddle  
Casual = Slippers  
Classic = Pedestal  
Conservative = Bow tie  
Creative = Painting  
Home & Garden = Hammer  
Loves To Learn = Books  
Nature Lover = Flower  
Pamper Me! = Feather  
Parent = Baby  
Passionate = Smile  
Practical = First aid kit  
Rebel = Sunglasses  
Spiritual = Halo  
Stylish = Checkered pants  
Techie = Computer  
Trendy = Spiky hair  
Upscale = Diamond  
Way Too Busy = Flying money

#### U.S. TEEN MIXER

(14-17 years)

Active = Ping pong paddle  
Casual = Slippers  
Creative = Painting  
Extravagant = Flying money  
Loves To Learn = Books  
Nature Lover = Flower  
Pamper Me! = Feather  
Practical = First aid kit  
Rebel = Sunglasses  
Social = Telephone  
Techie = Computer  
Trendy = Spiky hair

#### U.S. OLDER CHILDREN MIXER

(9-13 years)

Active = Skateboard  
Loves To Learn = Books  
Social = Telephone  
Rebel = Sunglasses  
Creative = Painting  
Techie = Computer  
Trendy = Spiky hair

#### U.S. YOUNG CHILDREN MIXER

(5-8 years)

Active = Skateboard  
Loves To Learn = Books  
Social = Telephone  
Strong-willed = Football helmet  
Imaginative = Finger painting

FIG. 7d

pmixerguide.txt

Princess = wand  
Techie = Computer  
Trendy = Sunglasses (note how trendy is no longer spiky hair - this was to be able to use the helmet)

\*\*\*\*\*

#### JAPANESE ADULT FEMALE MIXER

Unlike the US female, the Japanese female mannequin is wearing a skirt by default.

Busy Mom = Baby  
Always Busy = Clock with wings  
At One's Own Pace = Metronome on Shelf  
Active = Tennis Racket  
Individualist = Sunglasses  
Traditional = Bow Tie  
Original Thinking = Painting on wall  
Full of Curiosity = Computer on Shelf  
Loves Nature = Flower  
Practical = First Aid Kit on Shelf  
Subdued = Sun - a high rating means the sun is faint.  
Homebody = Slippers  
Brand Conscious = Purse  
Sensitive to Trends = Reddish brown spiky hair or possibly yellow  
Stylish = Checkers on skirt

#### JAPANESE ADULT MALE MIXER

Always Busy = Clock with Wings  
At One's Own Pace = Metronome on Shelf  
Active = Tennis Racket  
Individualist = Sunglasses  
Traditional = Bow Tie  
Original Thinking = Painting on wall  
Full of Curiosity = Computer on Shelf  
Loves Nature = Flower  
Practical = First Aid Kit on Shelf  
Subdued = Sun - a high rating means the sun is faint.  
Homebody = Slippers  
Brand Conscious = Golf bag  
Sensitive to Trends = Reddish brown spiky hair or possibly yellow  
Stylish = Checkers on pants  
Company man = Briefcase

A stylized, high-contrast black and white illustration of a figure. The figure has a helmet-like head with a white cross-like shape on top. The torso is a solid black rectangle. The legs are two solid black triangles pointing downwards. The figure's right arm is extended to the left, holding a small, star-like object. The figure's left arm is extended to the right. The entire figure is composed of solid black shapes on a white background.

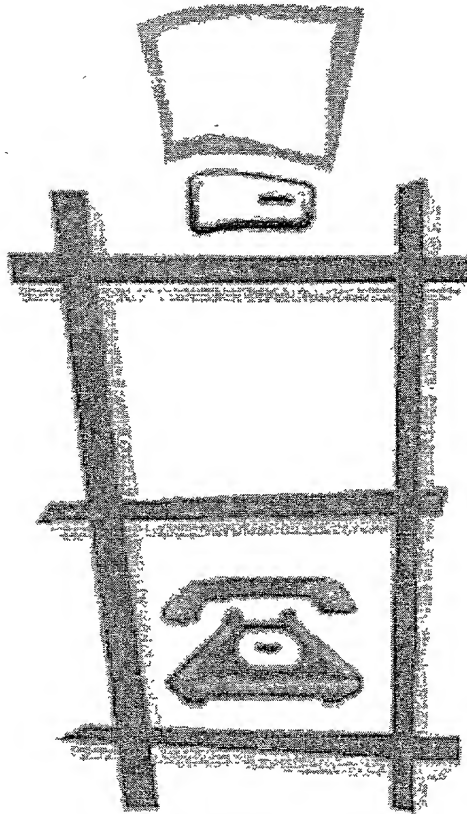
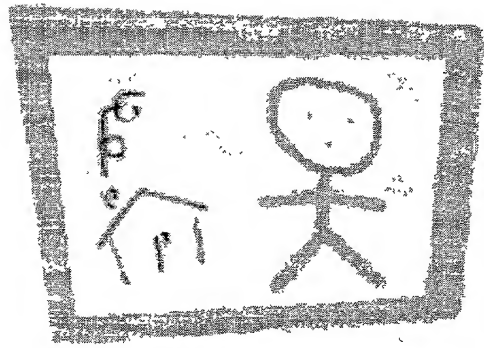


FIG. 7f

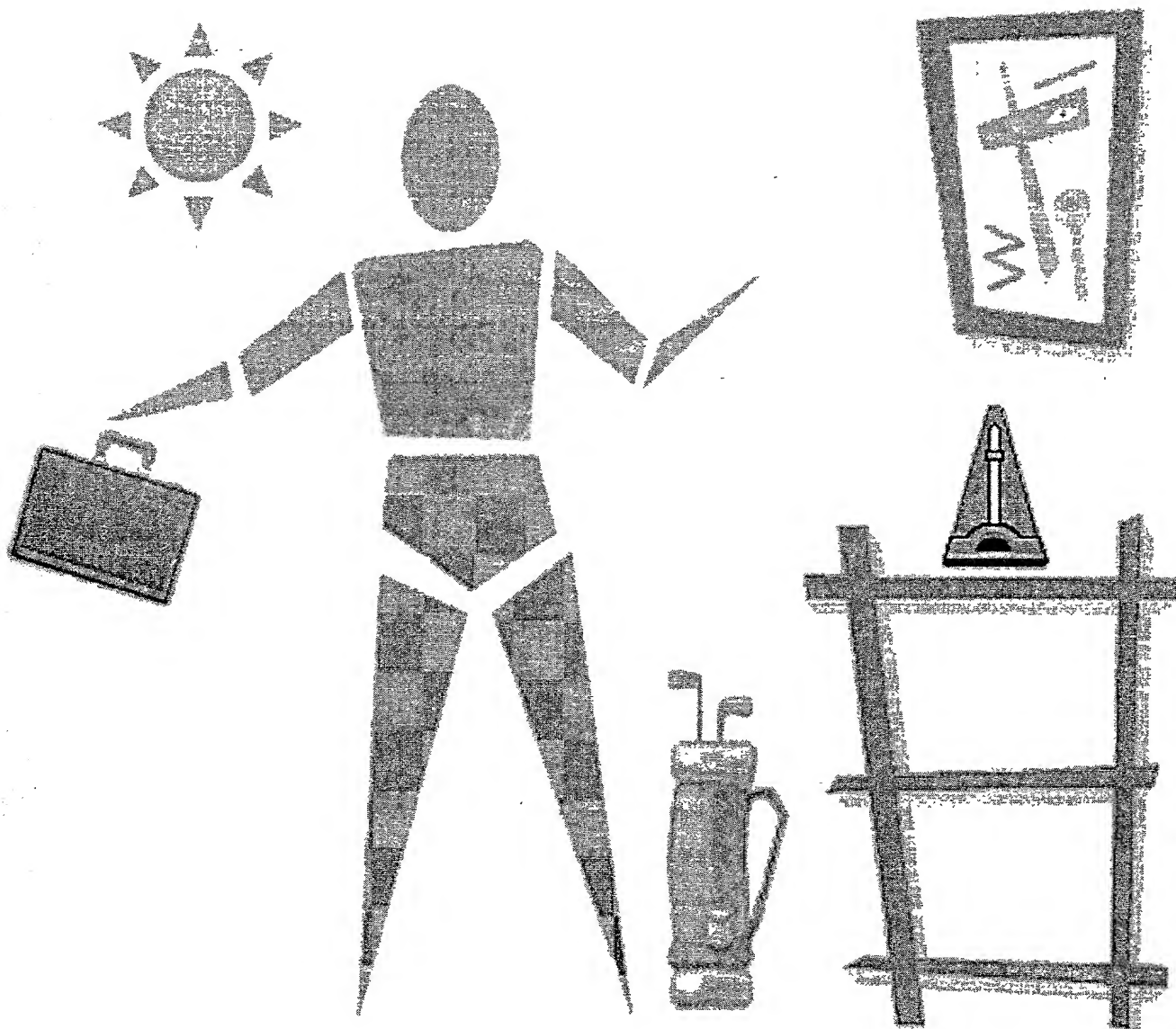


FIG. 7g

2008-10-20 14:00:00

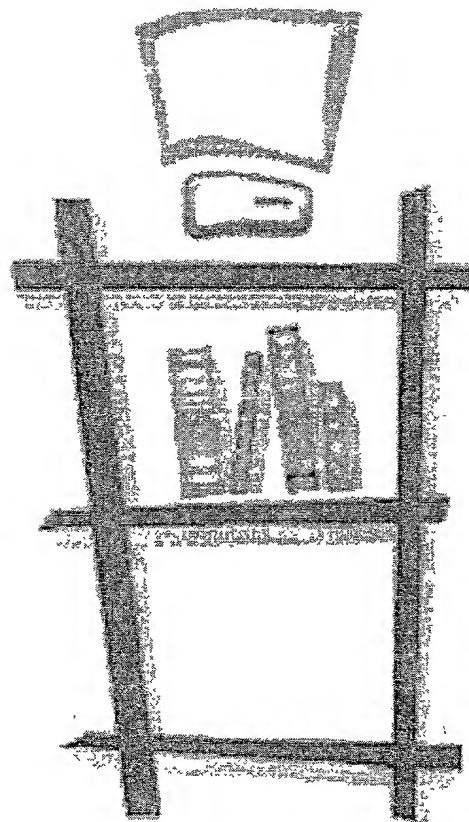
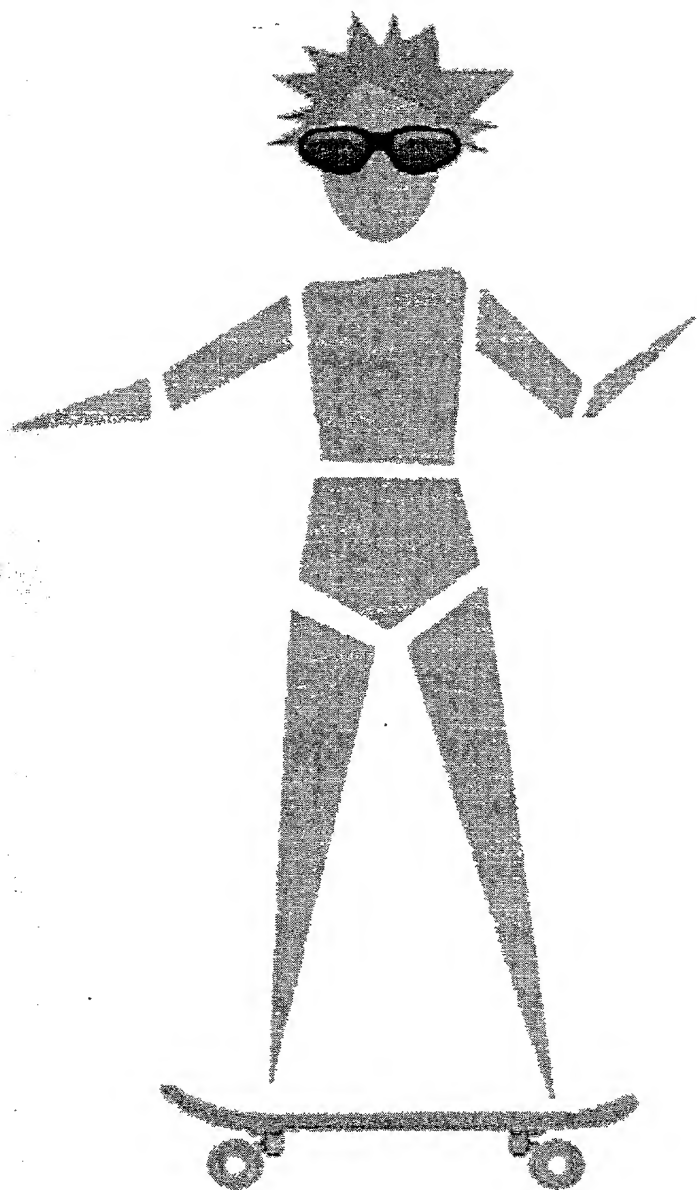


FIG 7h

2006-10-03 10:00

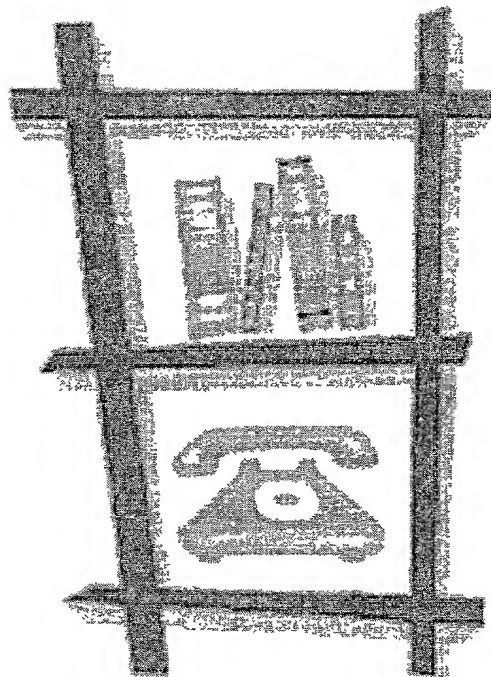
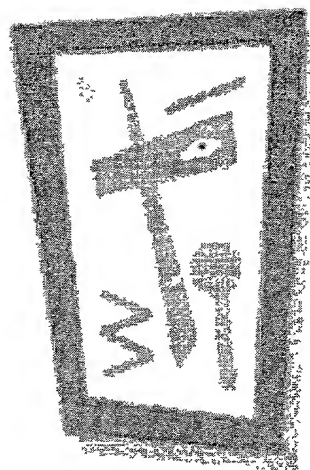
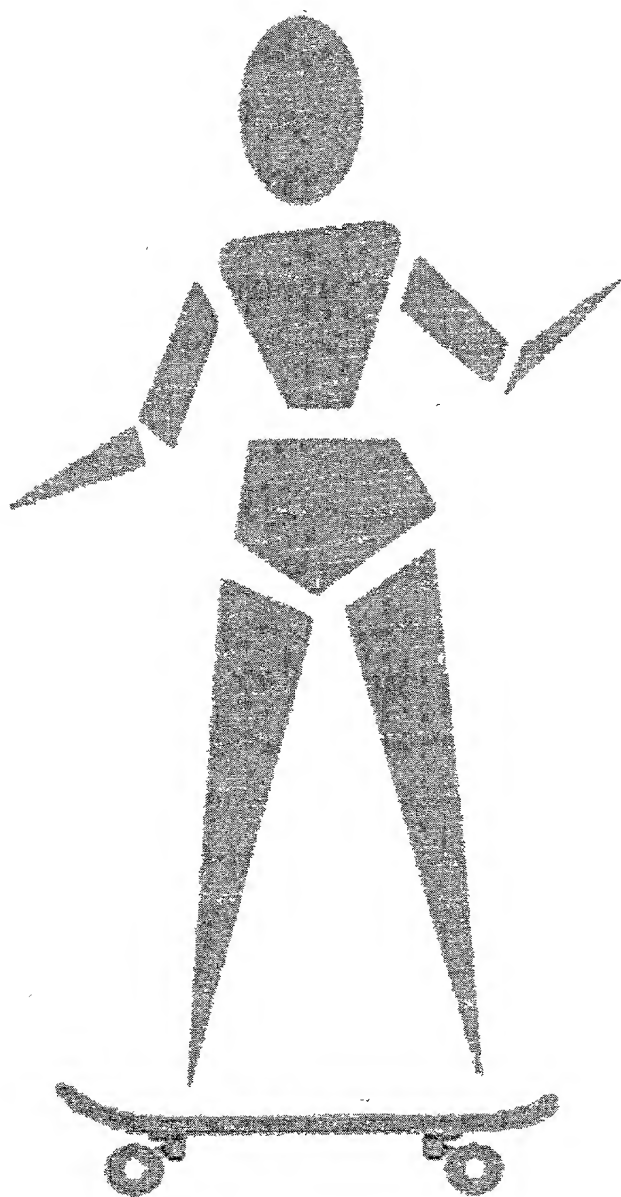


FIG. 7c

2005-10-27 09:00

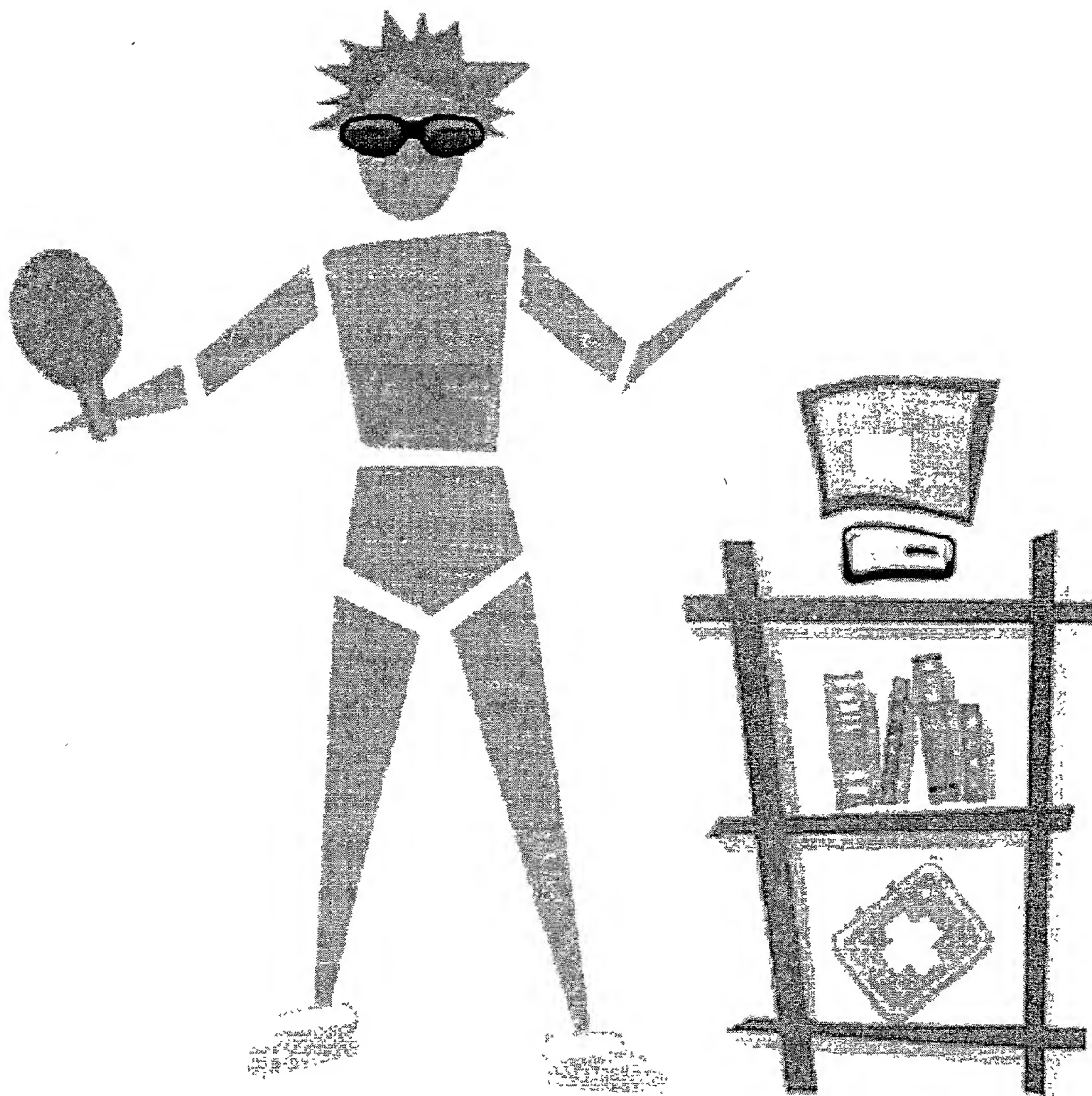


FIG. 7j





2005-10-26 10:00

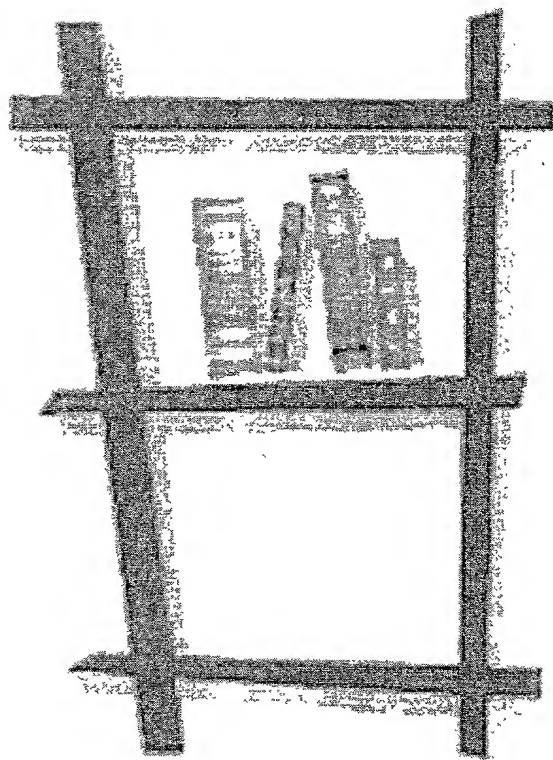
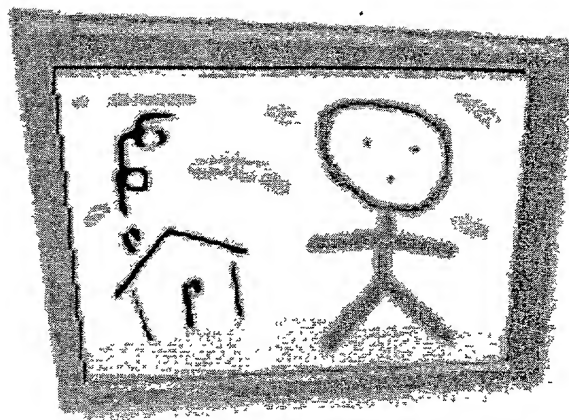
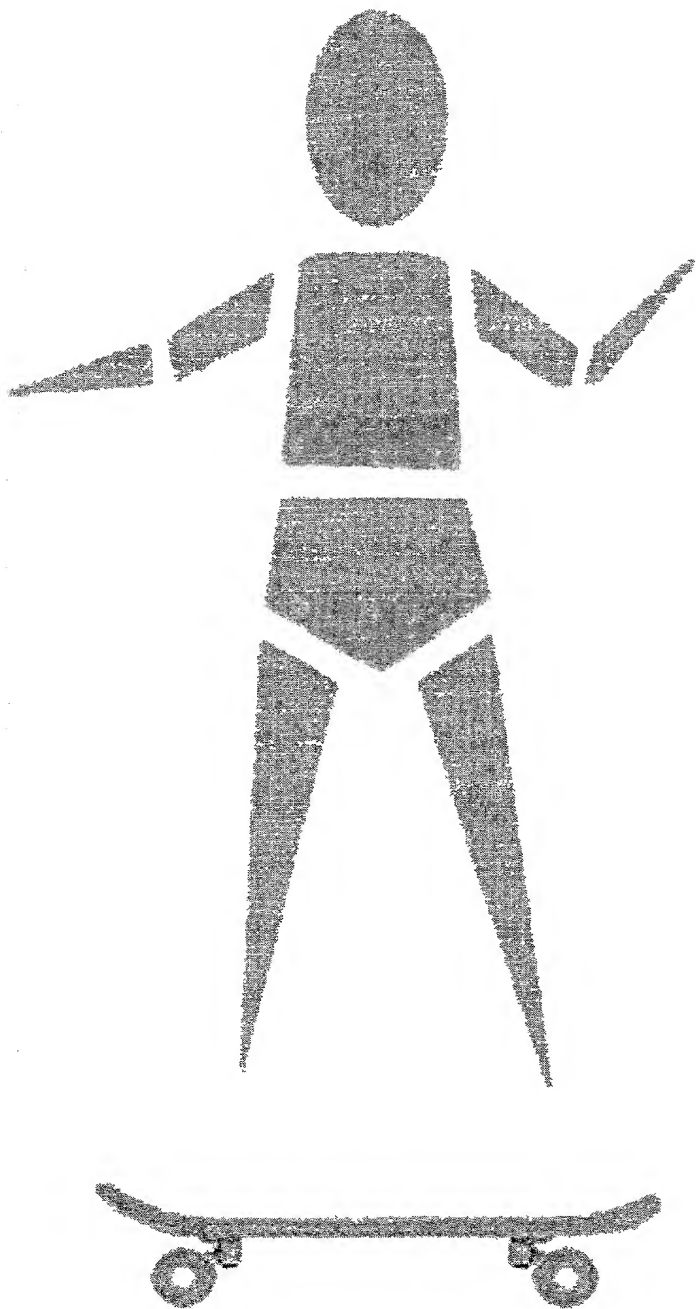


FIG. 7L



Matching  
Engine  
311

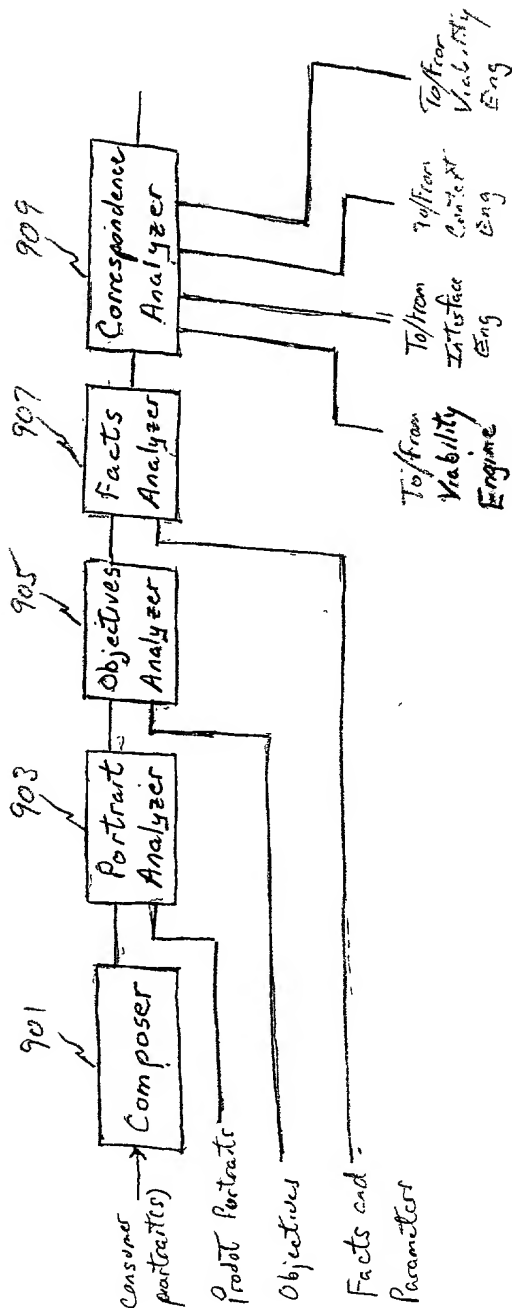


FIG. 9

Date/Com Mgmt Engine

313

2\*

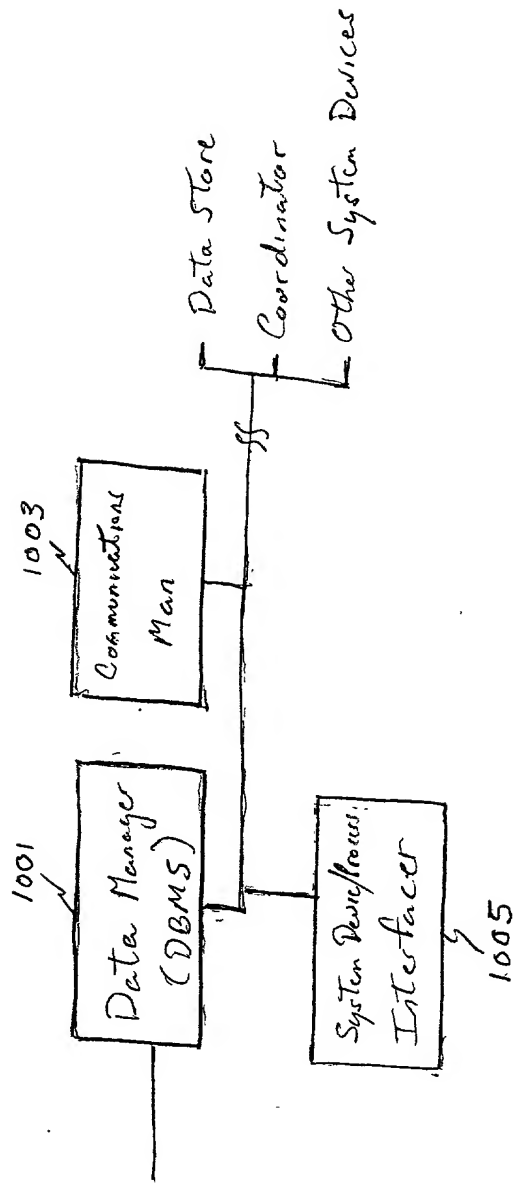


FIG. 10

Viability Engine  
317

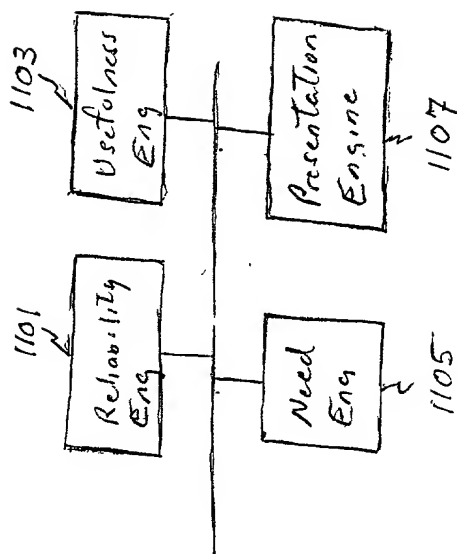


FIG. 11

Transaction  
Engine



Wish Fulfillment Monitor	2-1201
Automatic Purchase Eng.	2-1203
Purchasing Agent	2-1205
Product Suggester	2-1207
Activity Tracking System	2-1209
Review Reporter	2-1211
Chat Engine	2-1213
Search Engine	2-1215
Device Control Engine	2-1217

Security  
Eng  
321 →

Security Assigner	~ 1301
Security Checker	~ 1303
1-way Encryptor	~ 1305
1-way Decryptor	~ 1307
Other	~ 1309

FIG. 13a



1300

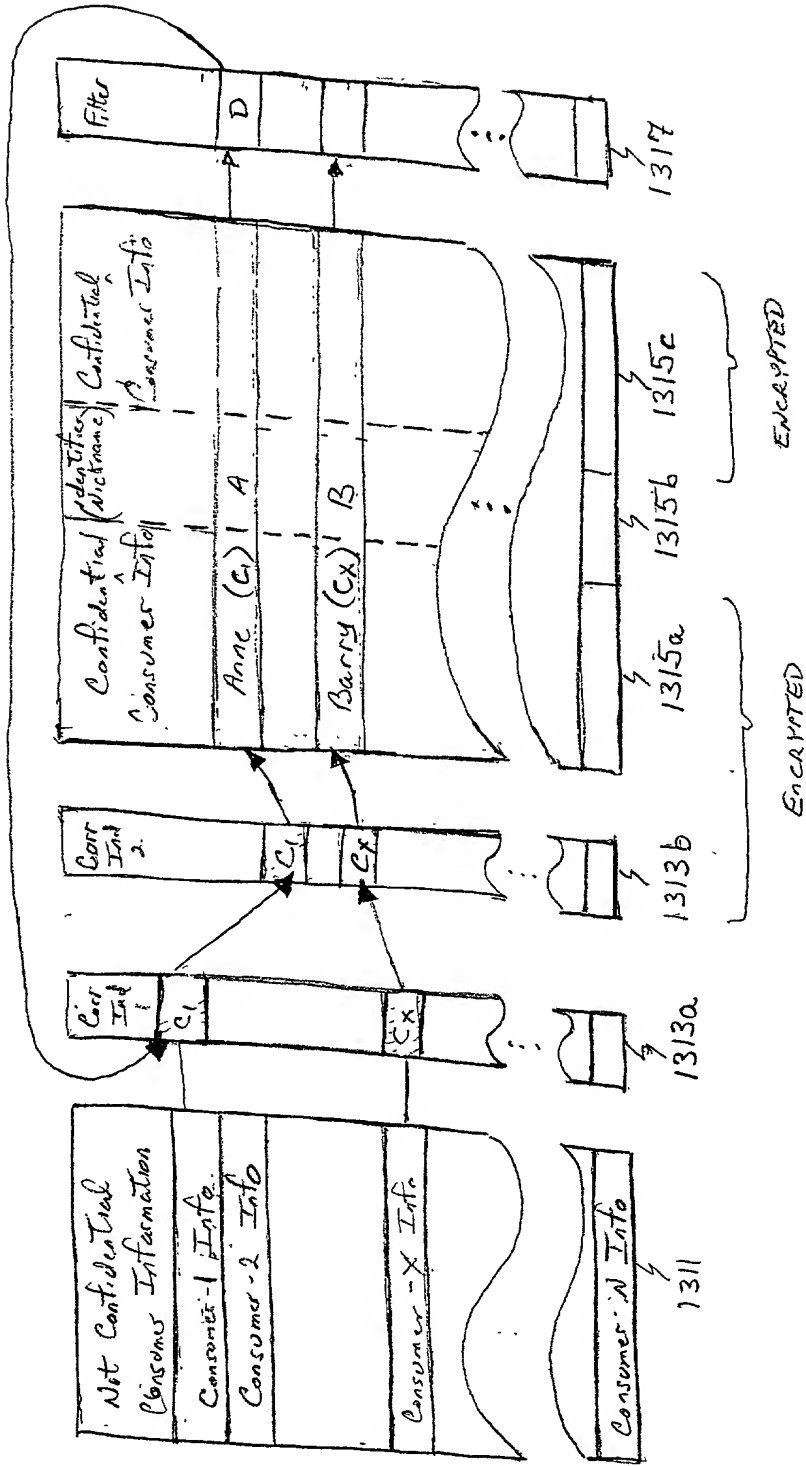


FIG. 13b

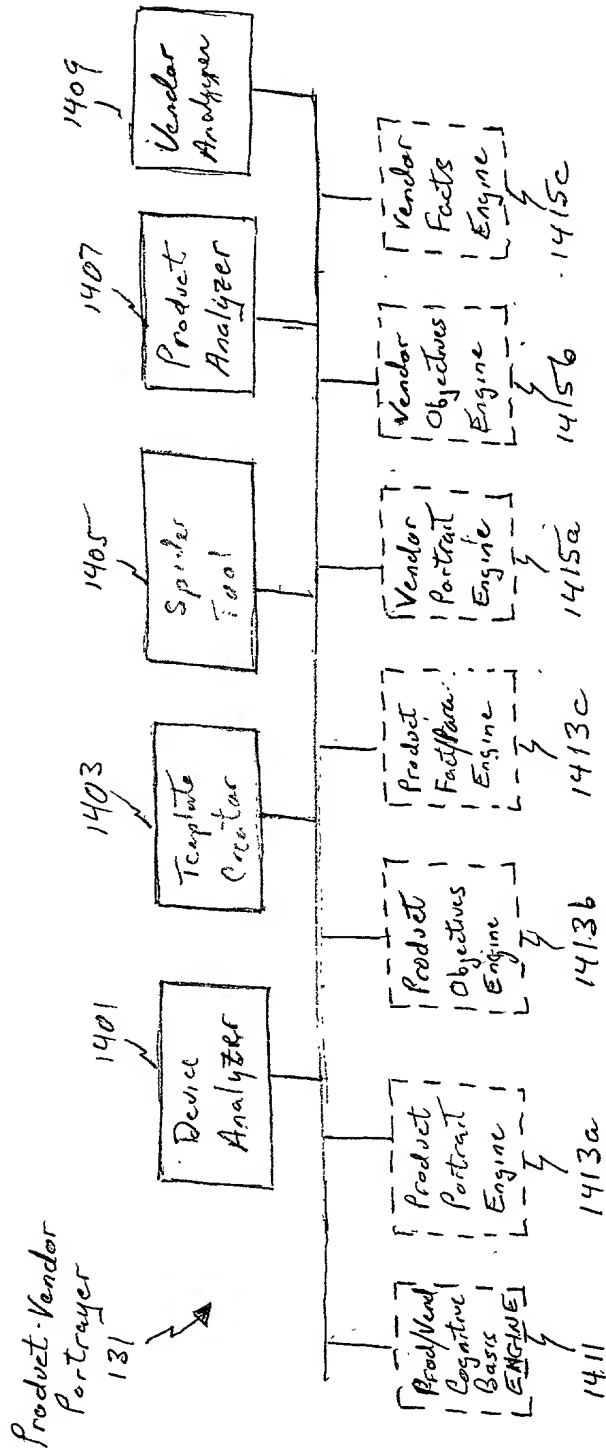


FIG. 14

1505

Long Term Interests	
CTI	COGNITIVE ASPECTS

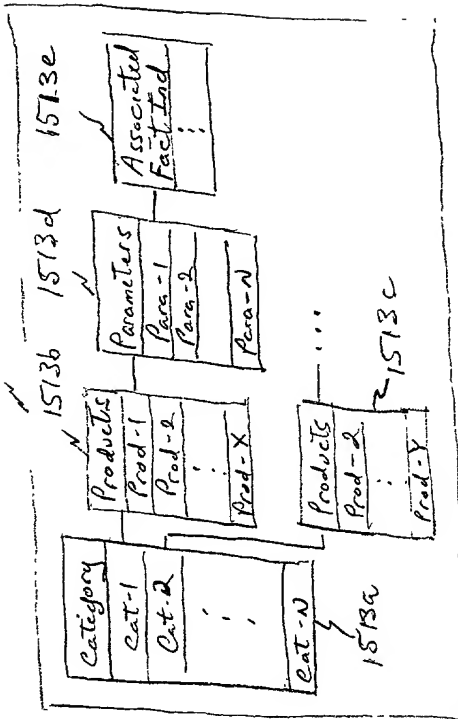
1503

Product Cat. Map	
Prod Cat	COGNITIVE ASPECTS

1501

Intentions Map	
Intentions	COGNITIVE ASPECTS

1513



1511

Messages list
Ordered/ grouped messages
MSG-N

1509

Inter. With List
Products
Facts

1507

With List
Product 1
Product 2
Product-N

Fig. 15a  
Data Structural Elements  
(Maps, Lists, Etc.)

Consumer  
Portrait  
1521



Profile		
Cognitive Aspects	↓	↓
Weighted Aspects	↓	↓
Offset	↓	↓

Intents		Long Term Intents		Product Design (n)	
Intents	↓	Weighted Cognitive Aspects (personality aspects)	↓	PE's	↓
1-N	1-N	1-M	1-M	1-X	1-X

FIG. 156

Start

Receive negative and/or factual information about a consumer 1601

Receive negative and/or factual information about the product 1603

Determine correspondence between consumer and product information 1605

Present results to consumer 1607

End

FIG. 16a

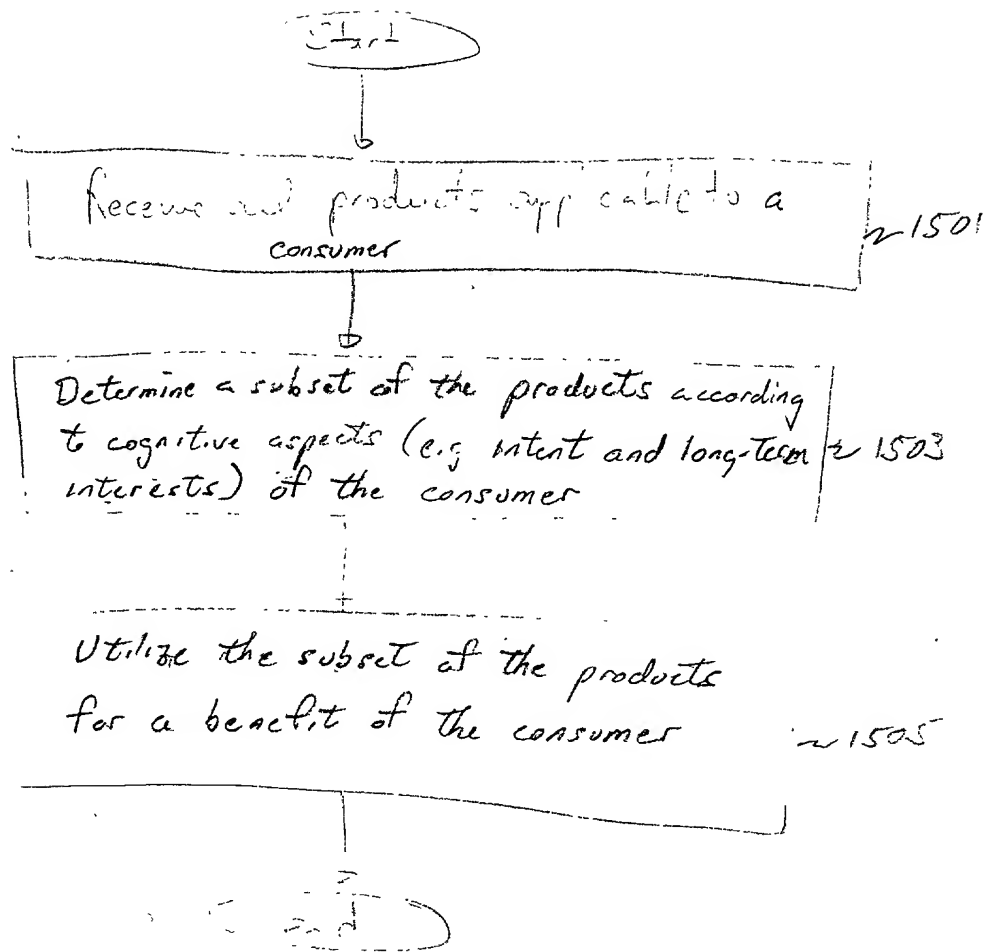


FIG 16b

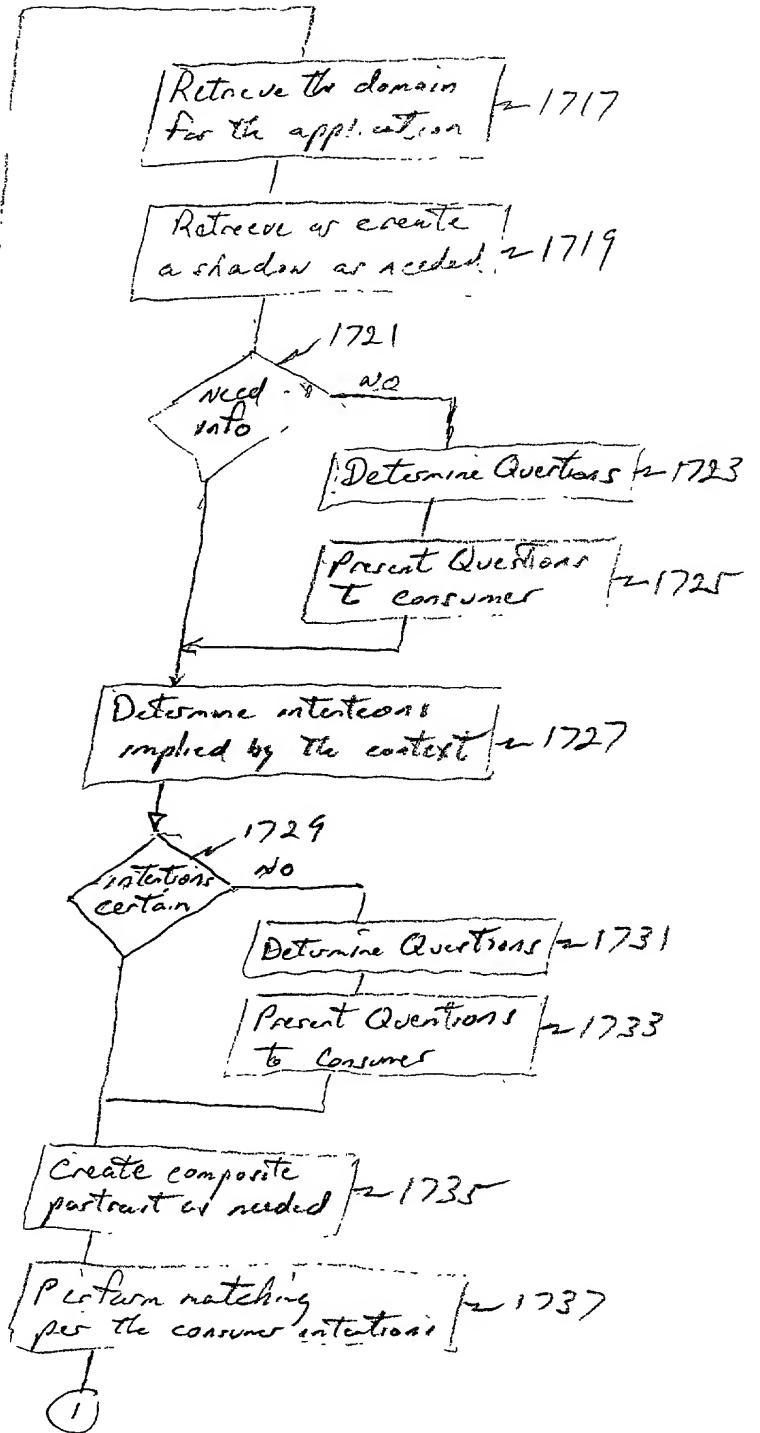
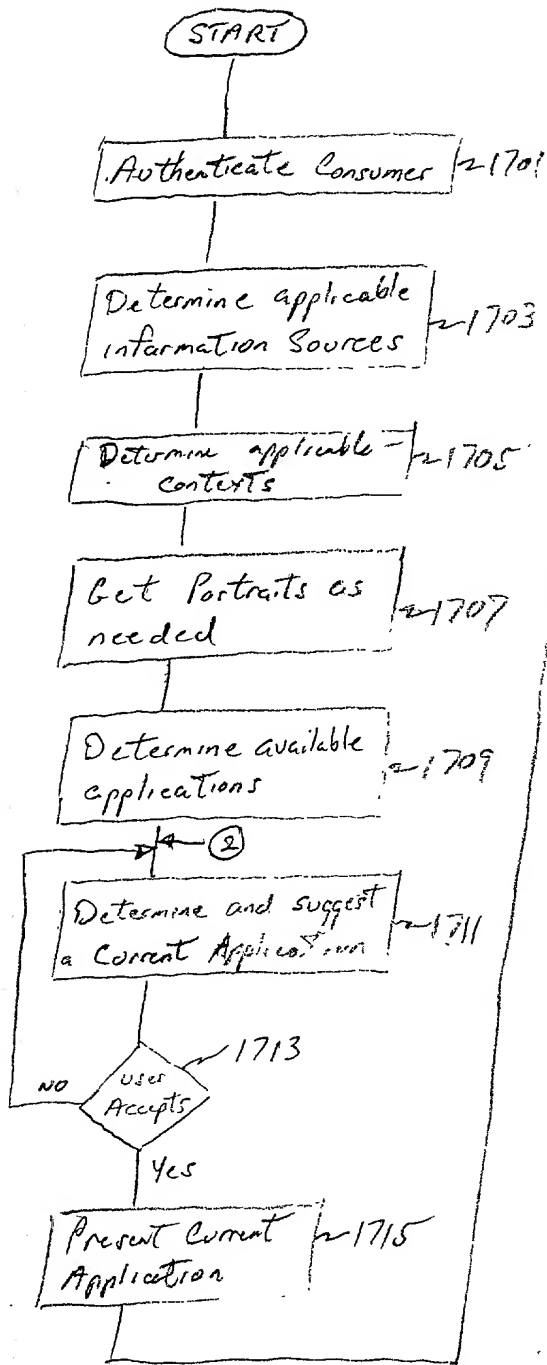


FIG. 17a

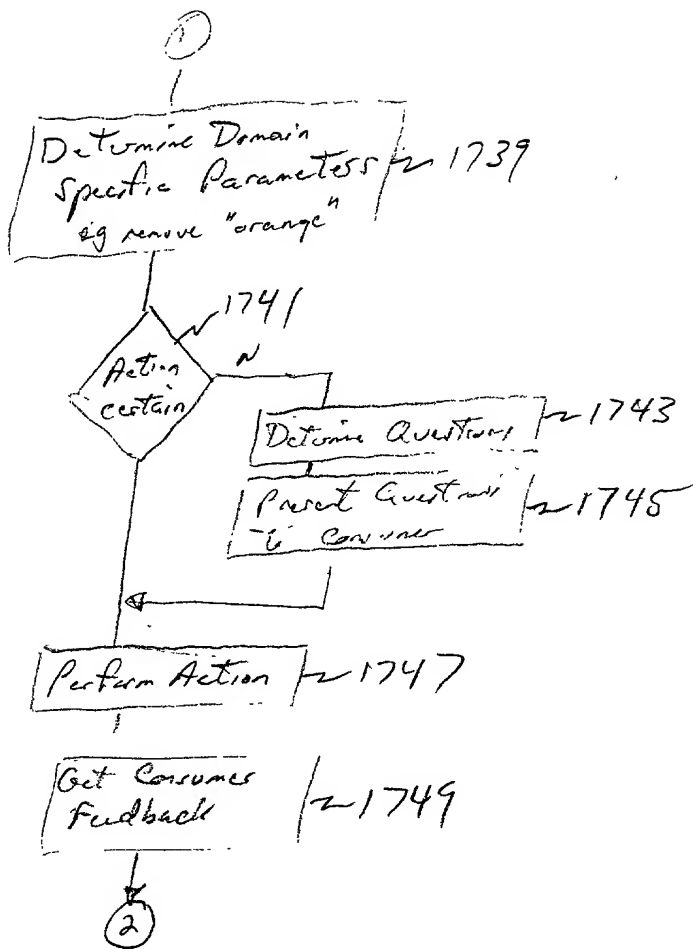
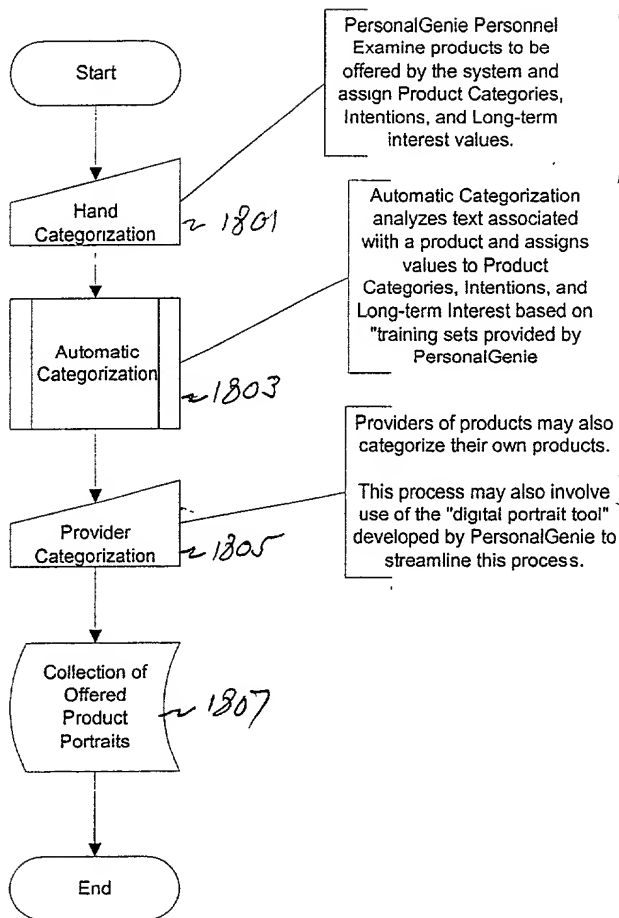


FIG. 176



# PersonalGenie Creates Product Portraits of Offered Products



cg  
latent semantic indexing  
or other methods

Cognitive  
Categorization → LTI  
wishes

desire value + effort  
→ result

FIG. 18

# Consumer Creates Portrait

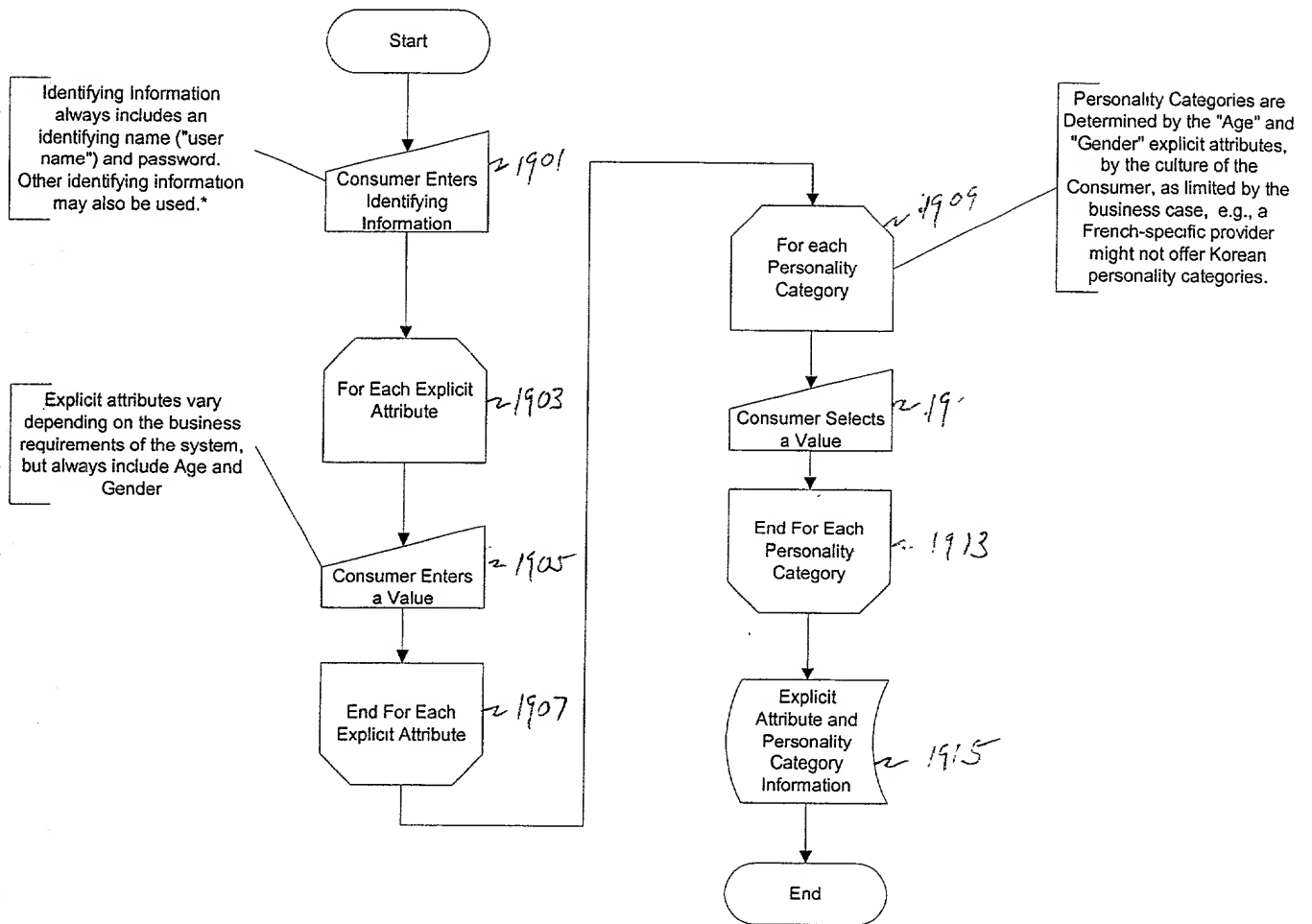
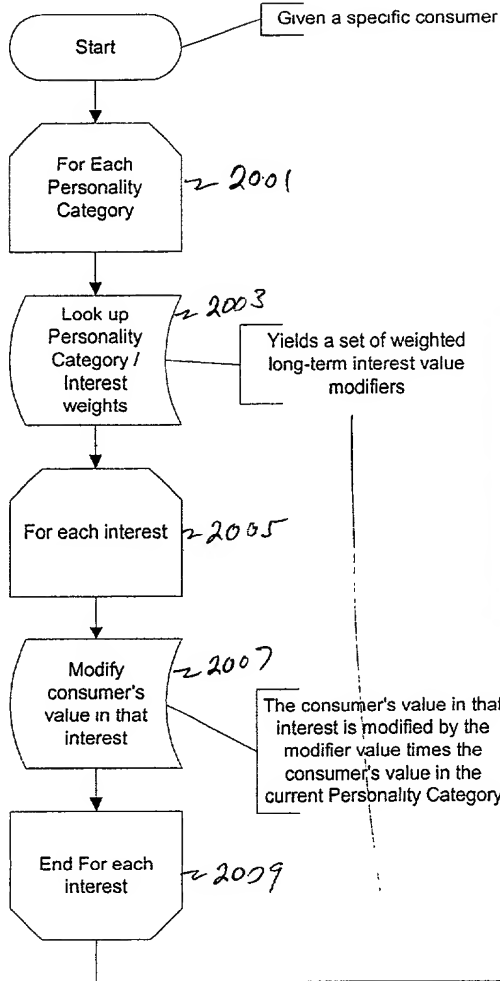


FIG. 19

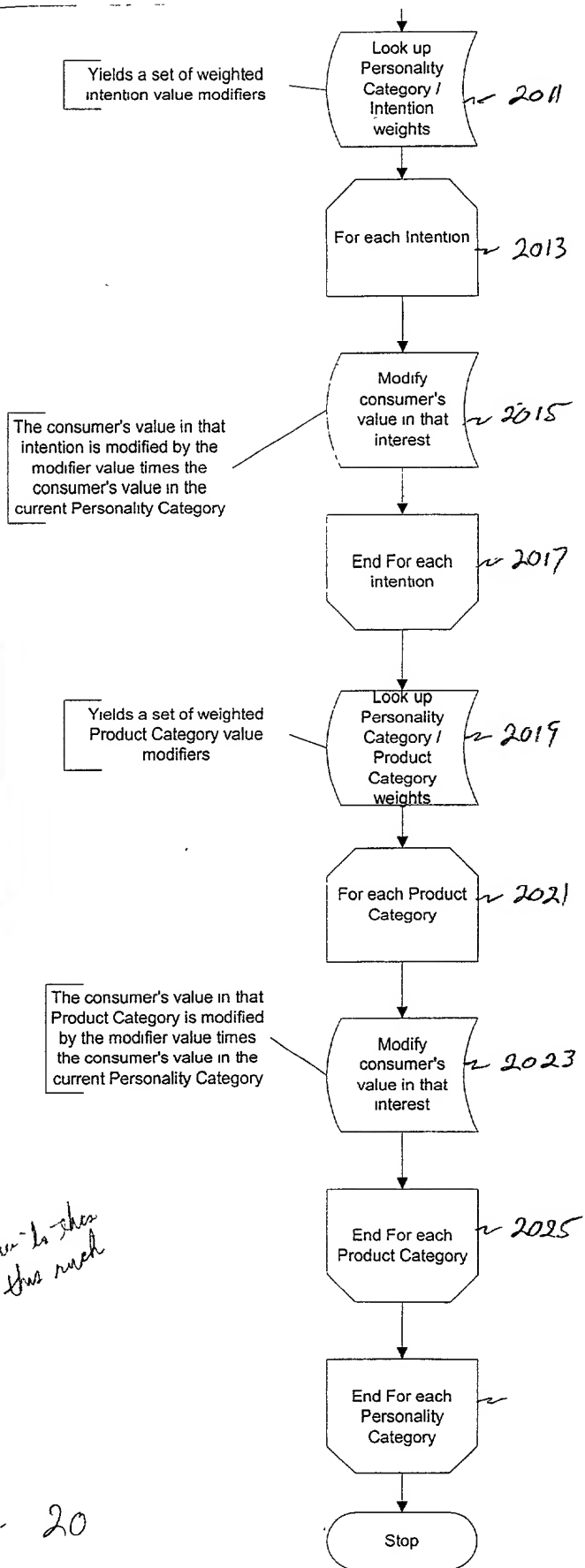
# Portrait Consumer Mapping Created



guess of user value -- neg value

This intent applies to the category against this need

FIG. 20



# Consumer Creates Other Digital Portraits

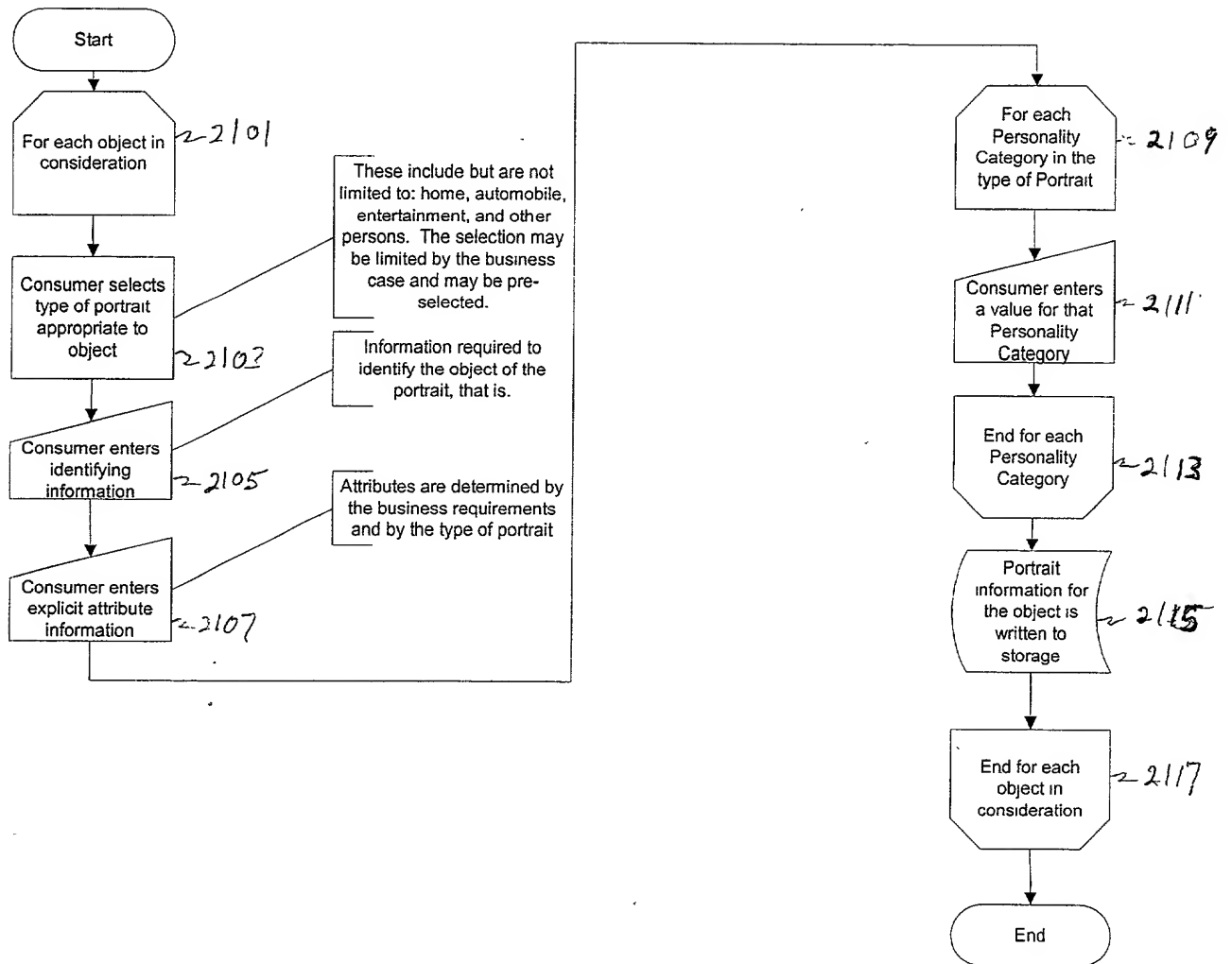


FIG. 21

## Explicit Attributes and Preferences

eg I live in  
Truville 12

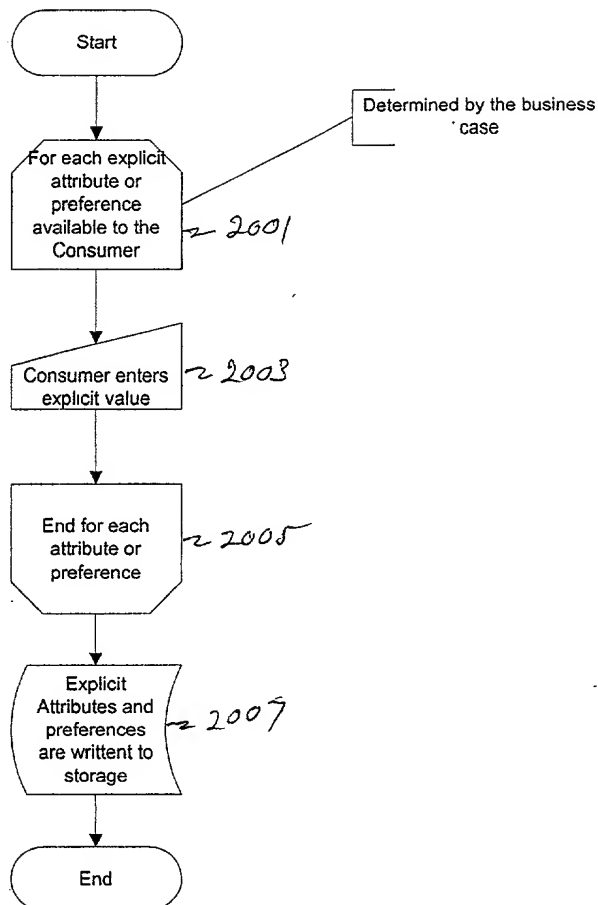
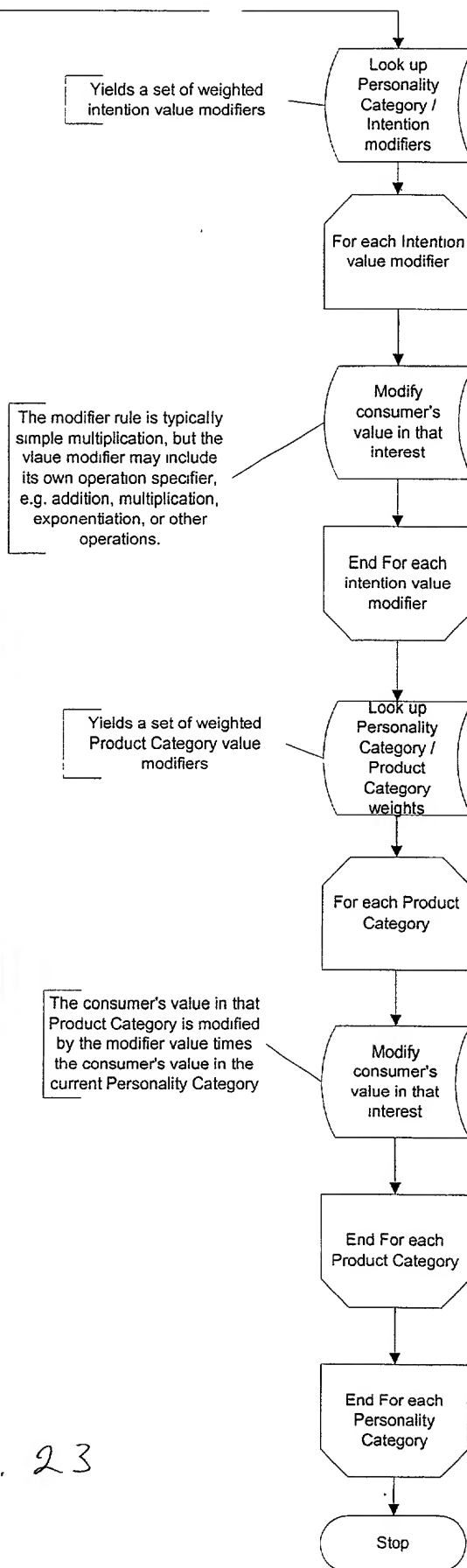
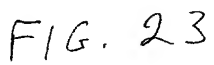
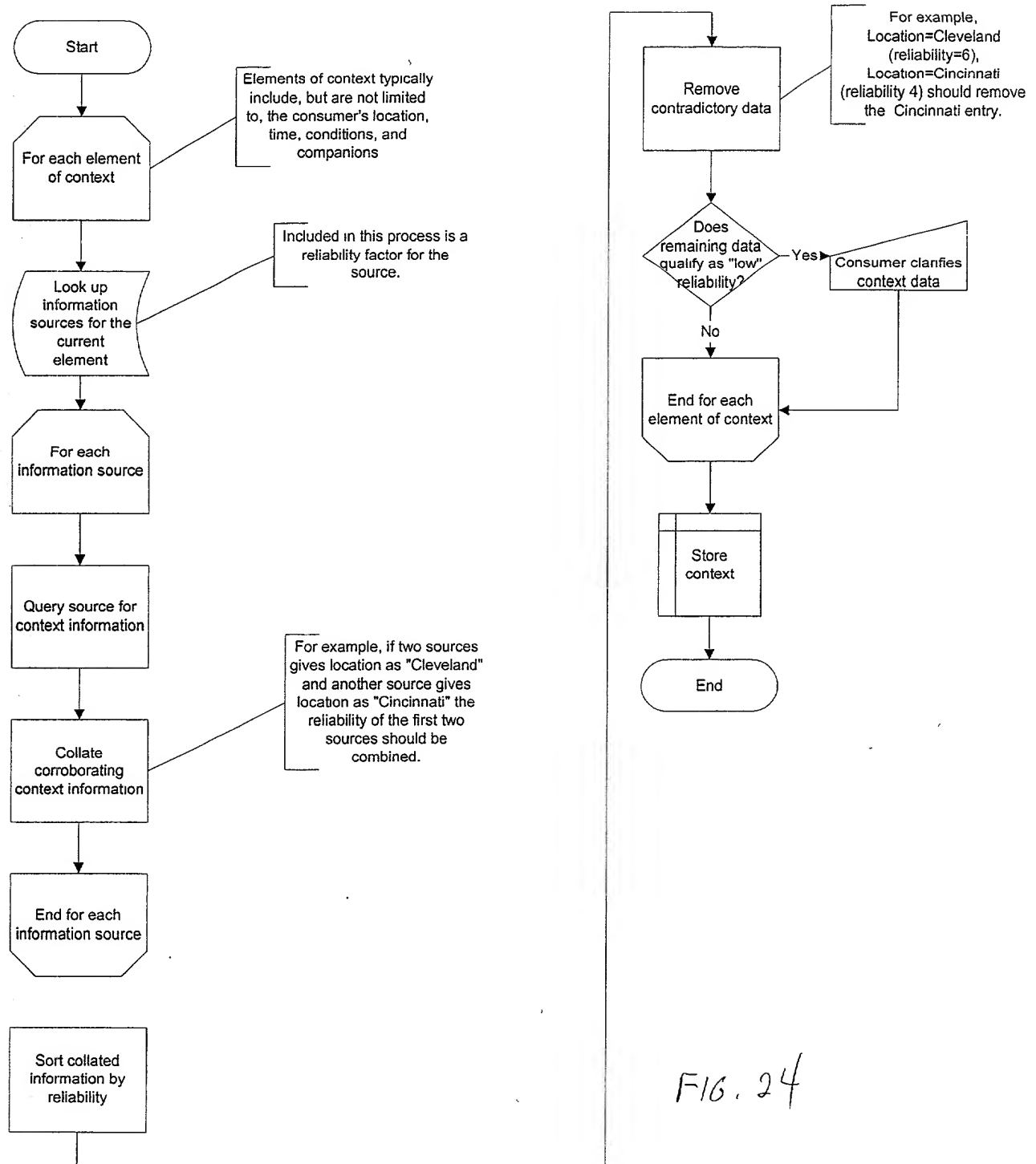


FIG. 22

[illegible]

# Determination of Context



## Determination of Intentions

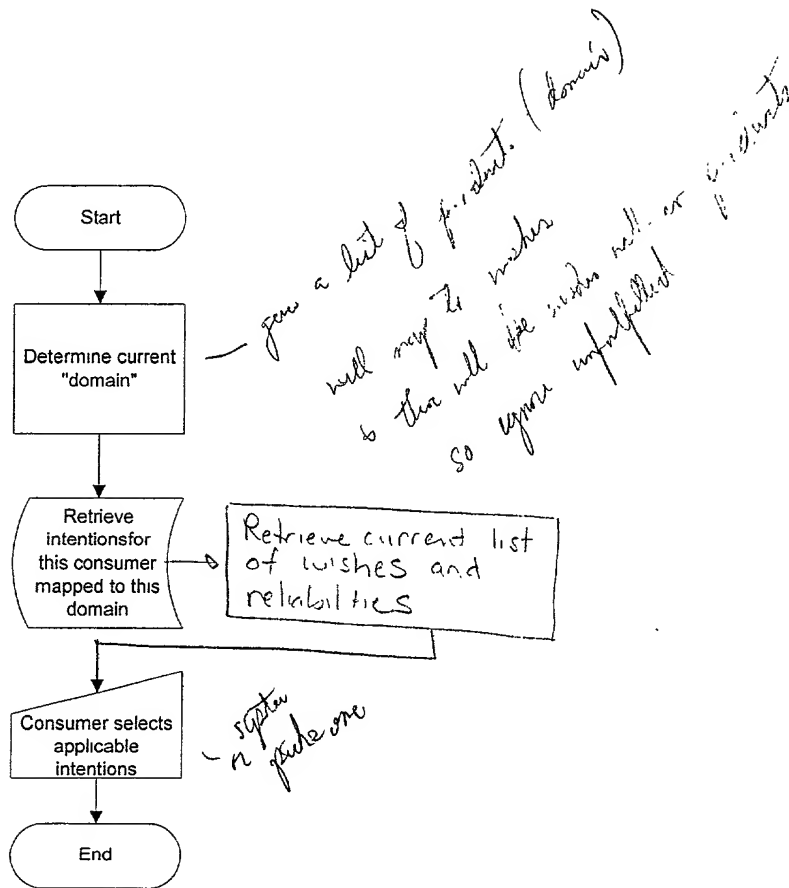


FIG. 25



## Determine Intentions implied by Context

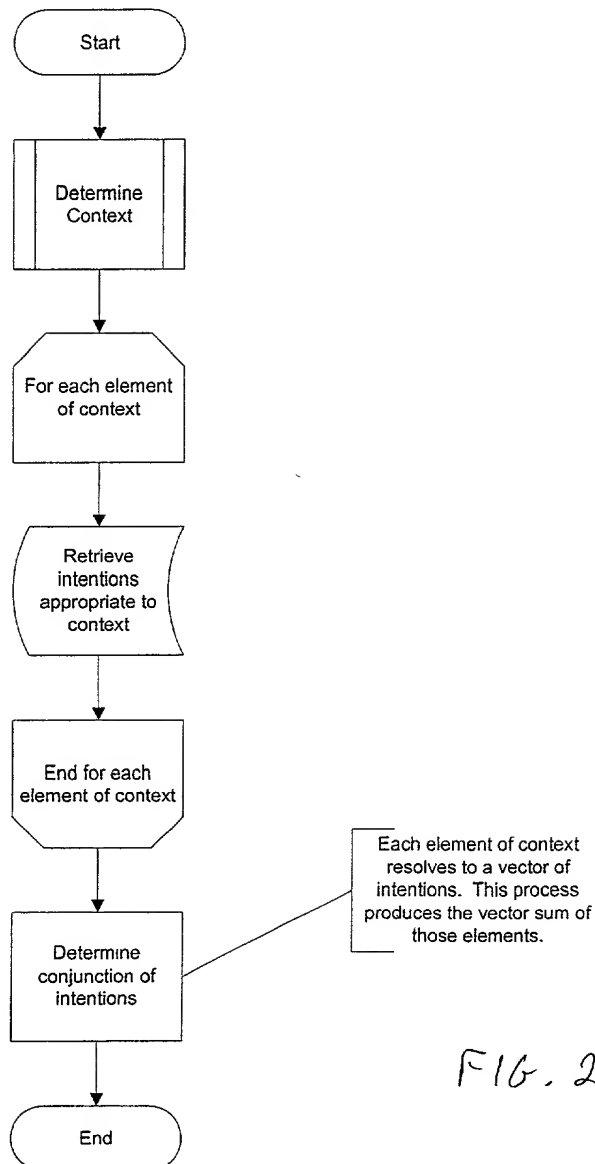


FIG. 26

## Create Composite Interests

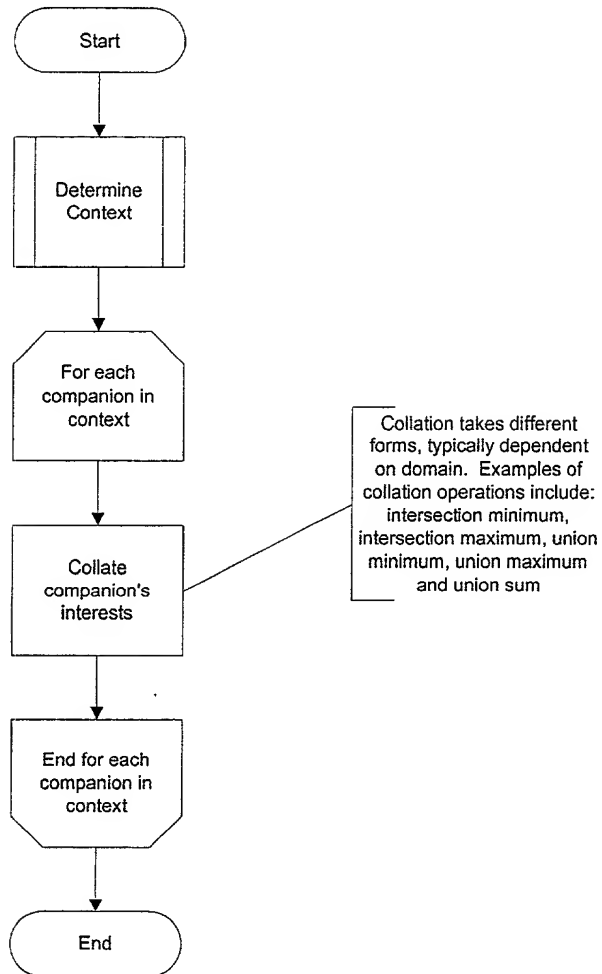
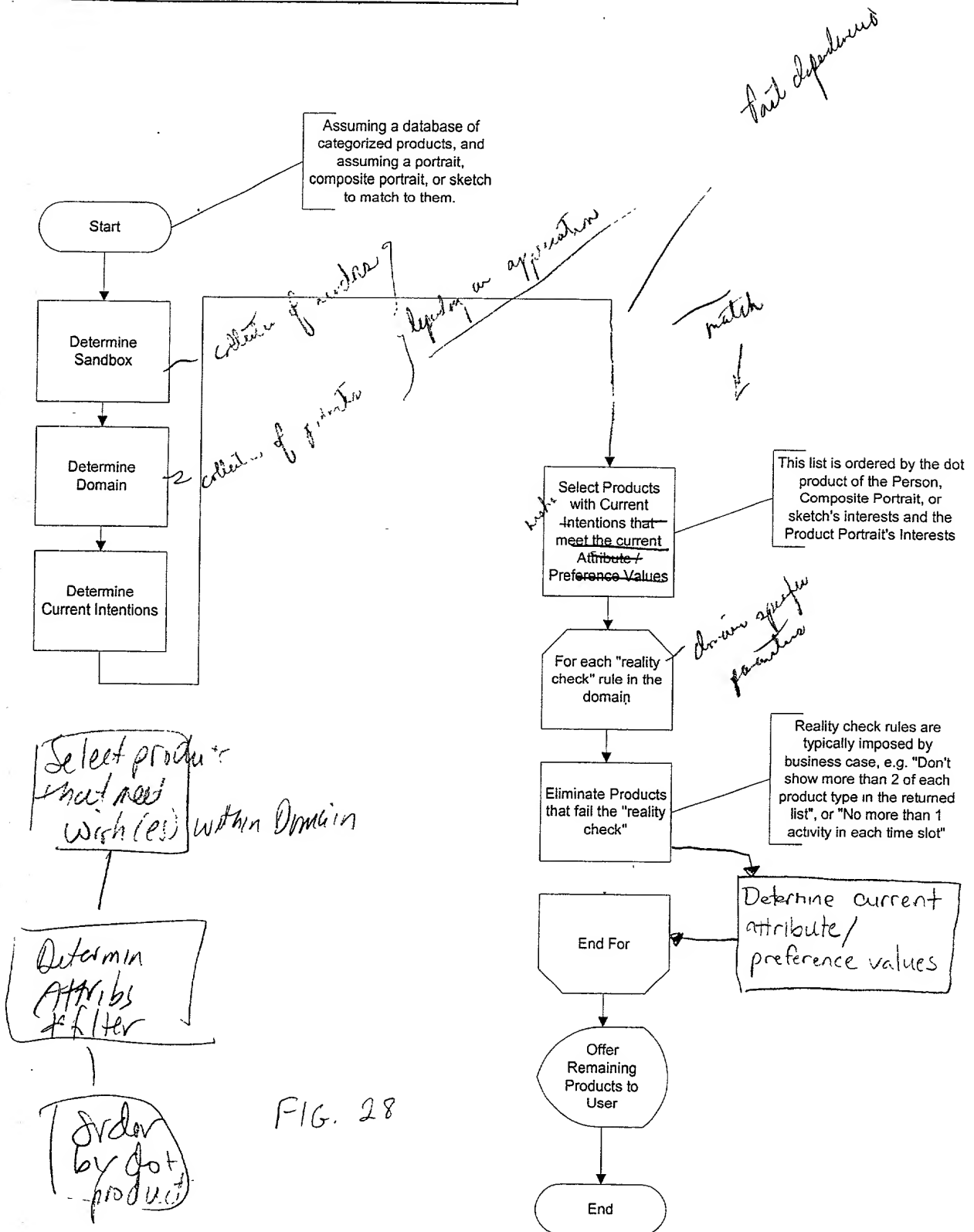


FIG. 27

# Matching Process



# Consumer Feedback Applied

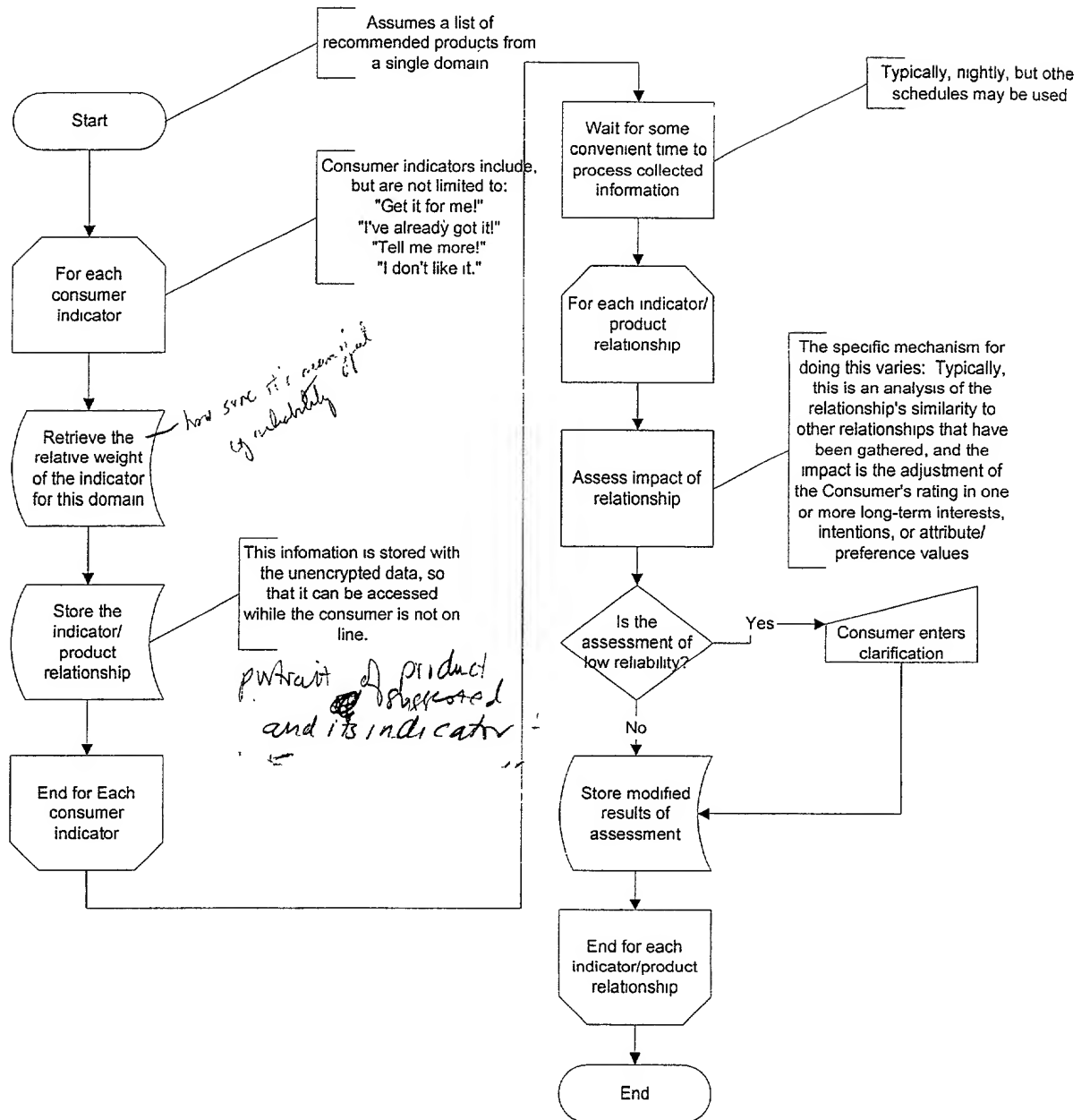


FIG. 29

## Creation of Shadows

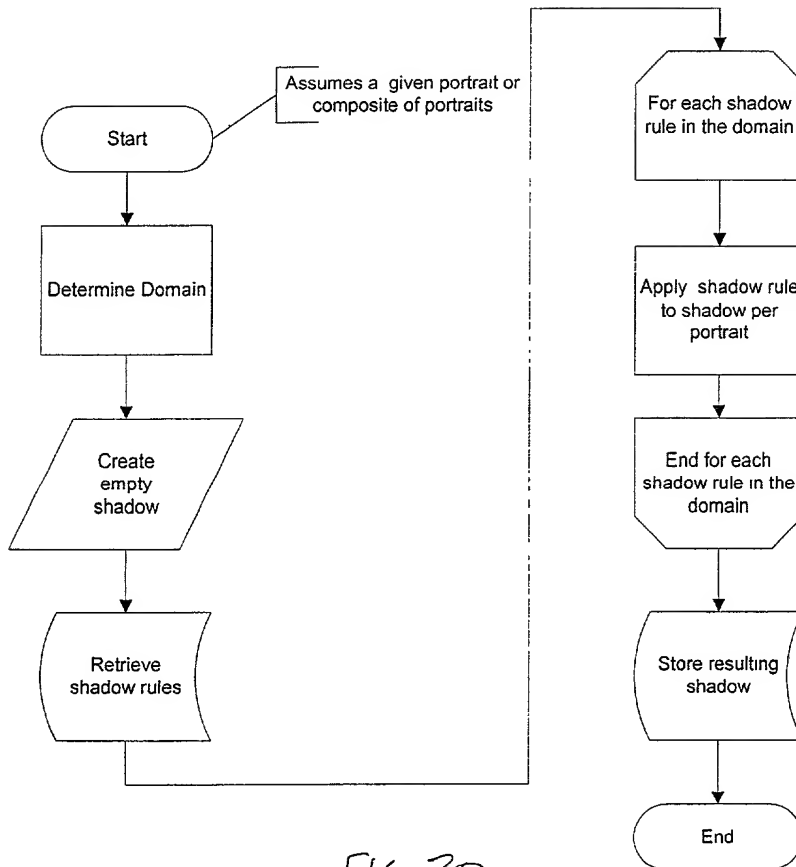


FIG. 30

## Creation of Sketches

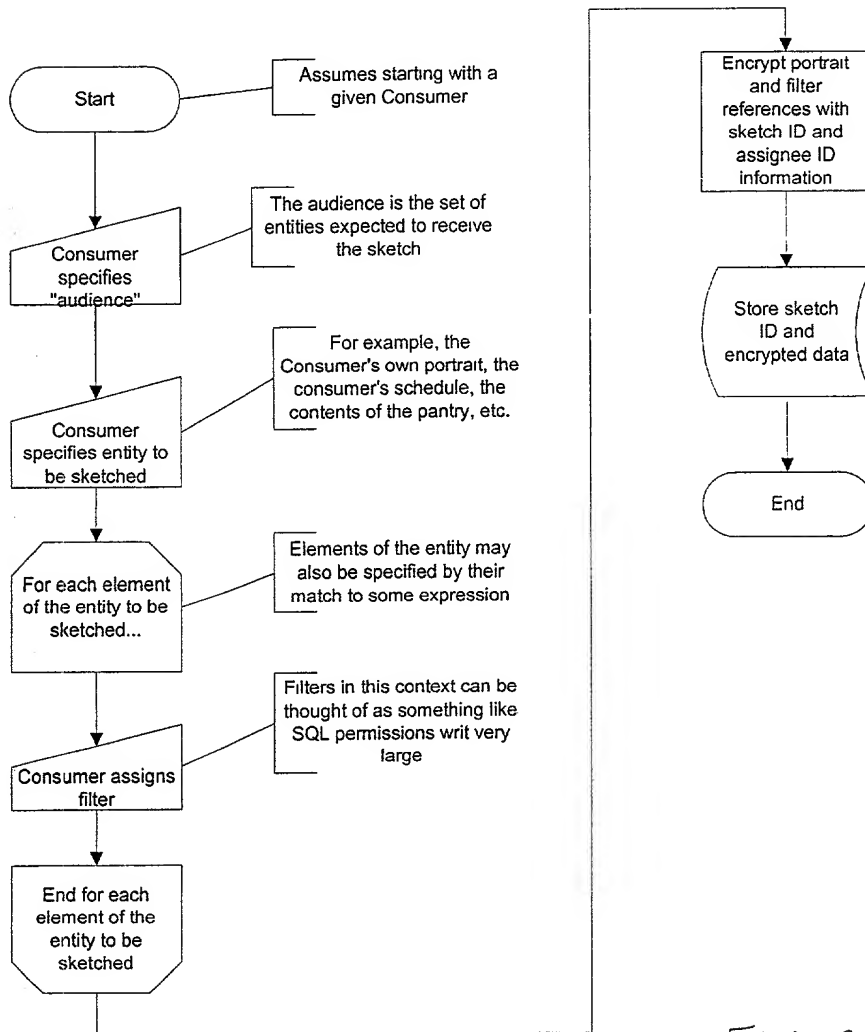


FIG. 31